

What is Claimed is:

1. A method of promoting sales of goods and/or services by pre-selected retail merchants within a shopping mall, comprising:

providing a microenvironment within said shopping mall having a theme

5 associated with the goods and/or services sold by at least two of said retail merchants;

locating said at least two of said retail merchants on the property of said shopping mall in or adjacent said microenvironment; and

providing at least one activity within said micro-environment having a theme designed to help promote the particular goods and/or services offered for sale by said at

10 least two of said retail merchants, wherein said activity is designed to provide entertainment and/or activities relating to said particular goods and/or services, and to attract customers to said at least two of said retail merchants.

2. The method of Claim 1, wherein said at least one activity enables said particular goods and/or services offered by at least one of said at least two retail merchants to be

15 tried and/or tested by consumers and/or demonstrated in said micro-environment.

3. The method of Claim 1, wherein said microenvironment is located in a common area within an indoor and/or outdoor area of said shopping mall.

4. The method of Claim 1, wherein said theme relates to an activity taken from the group consisting of the following:

20 a. sports and other outdoor activities, wherein said at least two of said retail establishments comprises at least one store that sells and/or rents goods relating to said sports and other outdoor activities;

b. fashion design and make-up activities, wherein said at least two of said retail establishments comprises at least one store that sells goods relating to said fashion design and make-up activities;

5 c. concerts and musical activities, wherein said at least two of said retail establishments comprises at least one store that sells goods relating to said concerts and musical activities;

d. cooking and tasting displays, wherein said at least two of said retail establishments comprises at least one store that sells goods relating to said cooking and tasting display activities.

10 5. The method of Claim 1, wherein said at least one activity is independently operated by a separate business operated within said shopping mall, operated by said shopping mall, or operated individually or collectively by one or more of said at least two retail merchants.

6. The method of Claim 1, wherein said at least one activity within said
15 microenvironment is altered during the year to emphasize themes associated with seasonal activities.

7. The method of Claim 1, wherein said at least one activity comprises one or more activity taken from the group consisting of the following: a rock climbing wall, a putting green, a golf driving range or net, a wave pool, a wave machine, a skate park, an off-
20 road vehicle course, a simulated skiing machine, a simulated surf machine, a swim exercise pool, an underwater diving tank, an ice skating rink, a basketball court, an exhibition hall, a theater showing specific themed movies, a ride tailored to related

subjects, fashion design and make-up activities, concerts or musical activities, and cooking and tasting activities and displays.

8. A method of promoting sales of particular goods and/or services by at least one retail establishment in a shopping center, comprising:

5 in a conventional shopping center having a plurality of retail establishments, providing a microenvironment within said shopping center having a theme associated with said particular goods and/or services of said at least one of said retail establishments;

10 locating said at least one of said retail establishments within a common area of said shopping center in or adjacent to said micro-environment; and

providing at least one activity within said micro-environment consistent with said theme to help promote sales of said particular goods and/or services offered by said at least one of said retail establishments.

9. The method of Claim 8, wherein said at least one activity enables said particular
15 goods and/or services offered by said at least one of said retail establishments to be tried and/or tested by and/or demonstrated on behalf of consumers.

10. The method of Claim 8, wherein said microenvironment is located in a common area within an indoor and/or outdoor area of said shopping mall.

11. The method of Claim 10, wherein said theme relates to an activity taken from the
20 group consisting of the following:

- a. sports and other outdoor activities, wherein said at least one of said retail establishments comprises at least one store that sells and/or rents goods relating to said sports and other outdoor activities;

b. fashion design and make-up activities, wherein said at least one of said retail establishments comprises at least one store that sells goods relating to said fashion design and make-up activities;

5 c. concerts and musical activities, wherein said at least one of said retail establishments comprises at least one store that sells goods relating to said concerts and musical activities;

d. cooking and tasting displays, wherein said at least one of said retail establishments comprises at least one store that sells goods relating to said cooking and tasting display activities.

10 12. The method of Claim 8, wherein said at least one activity is independently operated by a separate business operated within said shopping mall, operated by said shopping mall, or operated individually or collectively by one or more of said at least one of said retail establishments.

15 13. The method of Claim 8, wherein said at least one activity within said microenvironment is altered during the year to emphasize themes associated with seasonal activities.

20 14. The method of Claim 8, wherein said at least one activity is taken from the group consisting of the following: a rock climbing wall, a putting green, a golf driving range or net, a wave pool, a wave machine, a skate park, an off-road vehicle course, a simulated skiing machine, a simulated surf machine, a swim exercise pool, an underwater diving tank, an ice skating rink, a basketball court, an exhibition hall, a theater showing specific themed movies, a ride tailored to related subjects, fashion design and make-up activities, concerts or musical activities, and cooking and tasting activities and displays.

15. A method of attracting retail merchants to occupy space at a shopping mall or commercial complex, comprising:

developing or having developed said shopping mall or complex having a plurality of retail spaces for establishments to lease;

5 developing or having developed a microenvironment within a common area of said shopping mall or complex;

developing or having developed a theme and at least one activity for said microenvironment related to said theme;

10 arranging for the location and operation of at least one retail establishment in or adjacent said micro-environment within said shopping mall or complex, wherein said at least one retail establishment can offer particular goods and/or services associated with said theme; and

15 arranging for the operation of said at least one activity in said microenvironment in a manner that serves to promote said particular goods and/or services offered for sale by said at least one retail establishment.

16. The method of Claim 15, wherein the step of developing or having developed at least one activity comprises developing or having developed an activity which enables consumers to try and/or test and/or have demonstrated the particular goods and/or services offered for sale by said at least one retail establishment.

20 17. The method of Claim 15, wherein more than one microenvironment is developed within said shopping mall or complex.

18. The method of Claim 15, wherein said at least one activity is independently operated by a separate business operated within said shopping mall, operated by said shopping mall, or operated by one or more of said at least one retail establishment.

19. The method of Claim 15, wherein said at least one activity within said
5 microenvironment is altered during the year to emphasize themes associated with seasonal activities.